

1. The first step in the process of creating a new product is to identify a market need. This involves conducting market research to understand what consumers want and what problems they are facing.

2. Once a market need is identified, the next step is to develop a concept for a product that addresses that need. This involves brainstorming ideas and creating a prototype.

3. The third step is to conduct a feasibility study to determine if the product is viable. This involves assessing the market size, competition, and potential profitability.

4. If the feasibility study is positive, the next step is to develop a business plan. This involves outlining the company's goals, strategies, and financial projections.

5. The final step is to launch the product and monitor its performance. This involves marketing the product, distributing it, and gathering feedback from customers.

## SEARCH NOTES

(INCLUDING SEARCH STRATEGY)

	Date	Exmr.
EAST See Attached list	05/27/04	a.m

INTERFERENCE SEARCHED			
Class	Sub.	Date	Exmr.

26